



DELL CONFIDENTIAL

INVENTION DISCLOSURE FORM

(Rev. 2/17/98)

RECEIVED
SEP 13 2001
Technology Center 2100

INSTRUCTIONS:

- Make sure all blanks in the form are **completely** filled out. Incomplete forms may not be processed.
- Have all inventors electronically "sign" the form at the end by simply typing in the name and date in the pertinent blanks at the end of the form (no pen or pencil necessary).
- Have two (2) witnesses "sign" in the same fashion.
- If submitting drawings with the disclosure, please embed them as a graphic in a Microsoft Word file at the end of the disclosure.
- Send completed disclosure via e-mail to Benjamin Solomon at Dell Legal.

OR

- You can send the completed disclosure as a hard copy to Benjamin Solomon at Dell Legal.

IMPORTANT! - If you know for a fact that your idea was embodied in a product offered for sale more than a year ago, then please tell us now; otherwise you will have to refund your invention award to the company at a later date.

INVENTION TITLE:

(brief and descriptive) Interactive upsell advisor for Internet applications

INVENTORS:

(must be filled out completely)

First Named Inventor: John Notz Employee No. 21859
Cost Center: Online SSN: 323-52-3455 Phone Ext.: 3-5121 Bldg.: RR2
Home Address: 10050 Great Hills Trail, Apt. 514 City: Austin State: TX ZIP: 78759
Home Phone: 512 372-8151
Reporting Director: Scott Eckert
Reporting VP: Paul Bell Check here if inventor is non-Dell ☐

(copy above for each additional inventor, changing First Named Inventor to Second Named Inventor, etc.)

DEVELOPMENT PARTNER/CONSULTANT:

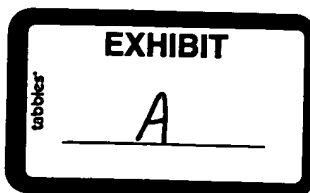
Was the invention developed in conjunction with a development partner or consultant that contributed to the invention? Y x N If YES, please list here: _____

DOCUMENTATION

Date of conception: 7/13/98

Invention first described in: Department internal presentation

Additional/detailed description in: _____



PRODUCT LINE:

This invention is most closely related to the following product line: (*PLEASE CHOOSE ONLY ONE*)

Dimension _____
Optiplex _____
Portables _____
Servers _____
Workstations _____
Other Online _____

Code name of Dell Product in which invention is or will be incorporated: _____

FIRST DISCLOSURE, USE OR OFFER OF SALE OF THE INVENTION

PLEASE DO NOT SKIP THIS PART. This information is used to determine Dell's legal rights in the invention.

Has the invention been disclosed outside of Dell? ☒ Y ☐ N

If YES, to whom was this disclosure made: Currently running on www.dell.com

Was this disclosure made under a non-disclosure agreement (NDA)? ☐ Y ☒ N

If YES, date of NDA _____

Planned date of first offer of sale of product using the invention: _____ (if sale has not already occurred)

Actual date of first offer of sale of product using the invention: _____ (if sale has already occurred)

Date of first production use of the invention or ship date _____

INDUSTRY STANDARDS / STANDARDS COMMITTEES

Does this invention relate to or incorporate any industry standards? ☐ Y ☒ N

If YES,

- 1) Which standard? _____
- 2) Name of industry standards committee _____
- 3) Is Dell a member of that standards committee? ☐ Y ☐ N
- 4) Name of Dell's representative to the standards committee: _____

COMPLETE WRITTEN DESCRIPTION OF INVENTION:

Prepare a written description of your invention using the outline below. Just fill in the blank after each topic. Adjust the amount of space for each topic as needed. Be sure to include any sketches, diagrams, flow charts, drawings, prints, etc. which will aid in understanding the invention.

a) THE PROBLEM;

Selling on the Internet has some handicaps relative to other channels, such as telephone sales. Primarily, with the absence of a live sales representative, an online merchant has a harder challenge guiding users to particular products that are both suitable for the customer and profitable for the company.

b) THE PRIOR METHODS/APPARATUS USED TO SOLVE THE PROBLEM;

"Passive" sales messaging, or making blind recommendations to customers, is prevalent on websites. Recently, some sites have begun using interactive cross-selling, whereby customers are given suggestions for additional products that are based on the products they have already purchased. Upselling, or suggesting a higher-grade product in replacement of what the customer has already selected, has not, to our knowledge, been used.

c) YOUR PROPOSAL TO SOLVE THE PROBLEM; AND

We have internally developed and implemented an intelligent "Upsell Advisor" on www.dell.com. When a customer has configured a computer system in the Online Store and added it to their virtual shopping cart, the Advisor will check their configuration for upgrade opportunities. When it identifies a system option (for example, the hard drive selection) that is an upsell opportunity, the Advisor gives the customer a special message that includes an option to upgrade to a higher selection and explains the advantages of doing so. If accepted, the customer's order is automatically updated. Furthermore, the Advisor keeps track of which customers have already accepted an upgrade and will not persist to upsell the customer for that particular system.

d) DRAWING, SKETCH

Screen capture:

The Dell Online Store: Your Cart - Dell Internet Explorer

File Edit View Go Favorites Help Address <http://commerce.us.dell.com/dellstore/basket.asp?ItemAdd=Y>

Back Forward Stop Refresh Home Search Favorites History @trends Fullscreen Mail Print

Links Channel X Help Desk inside.dell.com Microsoft Expedia Travelocity www.dell.com Yahoo!

DELL
DELL.COM HOME

The Online Store
POINT, CLICK, CONFIGURE, BUY. IT DOESN'T GET ANY EASIER.

Buy Online or Call:
1-800-WWW-DELL

Your Shopping Cart
Safeguard This System!
On your latest addition to the cart (highlighted in blue), you can upgrade from the Limited Warranty to the 3-Year Extended Service Plan for just \$99 per unit. Upgrade now for this award-winning, convenient, no worries service!

UPGRADE NOW!

Cart Total:
\$2,600
\$97 /month
36-Month Lease**
Business Personal

Using This Page
Indicate a quantity and then click "Continue Shopping" to add more to your order or "Place Order" if ready to checkout now. Select "Save My Cart" if you want to order later.

Choose Your View
Find the view that's right for you.
Summary view
Print view (read only)
Please use the "Print view" if intending to fax your order to Dell Sales.

Save Your Cart
Save now, order later. Use "Save My Cart" to record your selections for up to 2 weeks. Share your cart with a friend or with your purchasing agent.

Description	Qty.	Unit Price*	Item Total
EDIT Dell Dimension XPS R Mini Tower: Pentium®4 processor, 450MHz with 512KB L2 DELETE Cache	1	\$2,600	\$2,600

UPDATE

CONTINUE SHOPPING
Add another item to your order.

SAVE MY CART
Record your shopping for ordering later.

PLACE ORDER
Proceed to Checkout and place your order online now.

Visit our Software & Accessories catalog for software, peripherals, and networking products from the industry's top manufacturers.

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<http://www.dell.com/>

Local intranet zone

Start Inbox - Microsoft Outlook Recycle Bin Microsoft Word - Upsell-Pa... The Dell Online Store 3:16 PM

DECLARATION:

The invention described in this invention disclosure is submitted pursuant to my Employment Agreement with Dell Computer Corporation.

SIGNATURES OF INVENTORS:

Inventor(s), please sign your full name(s) and enter the date below:

(1) John Wellin Notz Date: 8/28/98

(2) _____ Date: _____

(If there are more than 2 inventors, please add more signature lines as appropriate.)

DECLARATIONS BY AND SIGNATURES OF TWO WITNESSES:

Witnesses, please sign and date below:

WITNESS 1

This invention was first explained to the undersigned by the inventor(s) on the _____ day of _____, 199____. I understood the explanation given by the inventor(s).

Date: _____
Signature of Witness 1

WITNESS 2

This invention was first explained to the undersigned by the inventor(s) on the _____ day of _____, 199____ I understood the explanation given by the inventor(s).

Date: _____
Signature of Witness 2